

REMARKS

Claims 1-3 and 5-22 are currently pending in the application. Claims 1, 5-7, 9, 15-17, and 19-21 have been amended.

On page 2 of the Office Action, claims 1-3 and 5-22 were rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over U.S. Patent No. 5,319,542 (King) in view of U.S. Patent Publication No. 2002/0010651 (Cohn).

In the embodiments illustrated in Fig. 6 and Fig. 11 of the present application, both the ordinary price and employee price are provided for a user who accesses through the dedicated URL (that is, the constituent member of the particular group). In such an instance, the user can recognize how much the "employee price" is discounted by comparing it with the ordinary price. Then, the user can buy the commodity at the "employee price," which is lower than the "ordinary price." Applicants respectfully submit that the references fail to disclose or suggest the above-identified feature of the present invention.

Applicants further respectfully submit that independent claims 1, 5-7, 9, 15-17, and 19-21 are patentable over the references, as neither of the references, alone or in combination, discloses or suggests, "judging whether a customer who has accessed a commodity selling system via the network is a constituent member of a particular group based on a network address of a shopping site accessed by the customer," as recited in claim 1, for example.

On page 2 of the Office Action, the Examiner acknowledged that King fails to disclose judging if a customer is a member of a particular group based upon an address/URL or route used by the customer to gain access and a certification information storage unit for storing information for certifying a constituent member of a particular group.

On page 3 of the Office Action, the Examiner alleged that Cohn discloses the feature. In particular, the Examiner alleged that "the system [cohn] uses user ID, the URL/path/route of the PLI, and the partner table to judging if a customer is a member of a particular group, a member of the PLI." See Office Action, page 3 [sic].

Applicants respectfully submit that the "requesting URL" in Cohn is used to determine the PLI partnerID value associated with the current Web server. See Cohn, paragraph [0148]. In particular, for example, if the requesting URL contains a canonical form of the Web site address, then the PLI partnerID value associated with the current Web server would be found in the URL field of the Partner table. Alternatively, for example, if the requesting URL contains the public IP

address of the Web site, then the PLI partnerID value would be found in the IP field of the Partner table.

Therefore, in contrast to the present invention, Cohn determines a PLI partner ID value based on a URL and does not judge whether a customer is a constituent member of a particular group. In fact, Cohn does not perform a judgment operation relating to whether a customer is a member of a group, period. As Cohn utilizes a URL for a determination completely unrelated to the present invention's determination, Cohn does not disclose or suggest the feature of the present invention. As such, Cohn fails to cure the deficiencies of King.

In light of the foregoing, claims 1, 5-7, 9, 15-17, and 19-21 are patentable over the references. As dependent claims 2-3, 8, 10-14, 18, and 22 depend from respective independent claims, the dependent claims are patentable over the references for at least the reasons presented for the independent claims.

If there are any formal matters remaining after the response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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